

**PENGARUH JARINGAN TERHADAP SIKAP, KEYAKINAN DAN
KECENDERUNGAN KEUSAHAWANAN DI KALANGAN PELAJAR
INSTITUSI PENGAJIAN TINGGI (IPT) MALAYSIA:
KAJIAN KES DI UUM DAN UiTM PERLIS.**

Projek Sarjana ini diserahkan kepada Unit Pengajian Siswazah
Jabatan Hal Ehwal Akademik untuk memenuhi syarat keperluan
Ijazah Sarjana Sains (Pengurusan),
Universiti Utara Malaysia.

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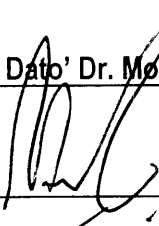
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Tarikh : **13/1/2004**
(Date)

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PENGAKUAN

Saya mengaku bahawa PZ 6996 Projek Sarjana yang bertajuk **Pengaruh jaringan terhadap sikap, keyakinan dan kecenderungan keusahawanan di kalangan pelajar Institusi Pengajian Tinggi (IPT) Malaysia: Kajian kes di UUM dan UiTM Perlis** adalah hasil karya saya sendiri, kecuali nukilan-nukilan serta ringkasan yang tiap-tiap satunya telah dijelaskan sumbernya.

Tarikh: 31 Disember 2003.

Azrain Nasyrah Mustapa

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ABSTRAK

Kajian peranan jaringan dalam bidang keusahawanan telah banyak dilaksanakan. Hasilnya ada memberi kesan positif dan kadangkala mengelirukan. Tujuan kajian ini adalah mengkaji pengaruh jaringan terhadap sikap, keyakinan dan kecenderungan keusahawanan di kalangan pelajar Institusi Pengajian Tinggi (IPT) Malaysia. Model kajian dibina berdasarkan Model Ekonomi-Psikologi untuk mengenalpasti kecenderungan keusahawanan yang diperkenalkan oleh beberapa penyelidik utama yang lalu. Kajian dilaksanakan di Universiti Utara Malaysia (UUM), Kedah dan Universiti Teknologi MARA (UiTM) Perlis. Subjek kajian terdiri daripada 205 orang pelajar tahun akhir program Ijazah Sarjana Muda Pengurusan Perniagaan (BBA) yang mengikuti subjek keusahawanan untuk memenuhi syarat pengijazahan. Set soal-selidik meliputi lima bahagian iaitu faktor demografi, keyakinan, kecenderungan, jaringan dan orientasi sikap keusahawanan. Analisis data menggunakan Ujian Taburan-Silang, Khi-Kuasa Dua dan Korelasi Pearson. Hasil analisis menunjukkan penggunaan jaringan keusahawanan tidak formal iaitu keluarga dan rakan mempengaruhi sikap, keyakinan serta kecenderungan keusahawanan pelajar. Selain itu, faktor demografi seperti jantina, tempat pengajian dan minat mengikuti subjek keusahawanan menunjukkan perkaitan yang signifikan terhadap jaringan keusahawanan. Sikap keusahawanan dikenalpasti tidak mempunyai kaitan yang signifikan dengan jantina, tempat pengajian, minat mengikuti subjek keusahawanan, pengalaman mengikuti ko-kurikulum keusahawanan dan aliran pengajian di sekolah menengah. Sebaliknya, faktor tersebut mempunyai kaitan dengan keyakinan dan kecenderungan. Minat mengikuti subjek keusahawanan terbukti mampu melahirkan potensi kecenderungan keusahawanan di kalangan pelajar. Hasil kajian juga menunjukkan, seseorang yang mempunyai sikap keusahawanan tidak semestinya berpotensi ke arah kecenderungan keusahawanan. Ini sekaligus memberi cabaran kepada IPT untuk membentuk kecenderungan keusahawanan dalam program pembangunan keusahawanan di kalangan pelajar. Di akhir kajian, beberapa cadangan telah dikemukakan untuk memastikan pembangunan keusahawanan di kalangan pelajar IPT dapat dilaksanakan dengan jayanya.

ABSTRACT

The network construct has been used extensively in entrepreneurship studies. However, while the increasing use of the construct has enhanced our understanding of the phenomenon, its popularity has sometimes led to misconception and inconsistency research findings. The aims of this research were to determine the relationships between entrepreneurial network with entrepreneurial attitude, conviction and intention among students in Higher Learning Institution in Malaysia. The research model was adopted from Economic-Psychology Model, which was developed by previous researchers to study the determinants of entrepreneurial intentions. This research was conducted at Universiti Utara Malaysia (UUM), Kedah and Universiti Teknologi MARA (UiTM) Perlis. The respondents of the research comprised a sample of 205 final year students from Bachelor of Business Administration program who are currently enrolled entrepreneurship subject as a partial fulfillment for graduation. The questionnaire consists five sections, namely demographic factor, entrepreneurial conviction, intention, networks and attitude orientation. The data were analyzed using Cross-Tabulation, Chi-Square Test and Spearman Correlation techniques. From the analysis, informal entrepreneurial network such as family and friends had significant relationships with students' entrepreneurial attitude, conviction and intention. Meanwhile, demographic factors such as gender, study place and interest in entrepreneurship subject showed significant relationships with entrepreneurial network. On the other hand, entrepreneurial attitude was found out not to be significantly associated with gender, place of study, interest in entrepreneurship subject, experience in entrepreneurship co-curriculum and stream of study in secondary school. However, the above demographic factors had significant association with entrepreneurial conviction and intention. Also, the result of the study suggests that interest in entrepreneurship subject had significant relationship with entrepreneurial intention. The study also yields evidence to suggest that entrepreneurial attitude was insignificantly associated with entrepreneurial intention. Thus, these revelations pose a challenge for Higher Learning Institutions to breed, encourage and foster entrepreneurial intention in their entrepreneur development programs. Finally, some suggestions and direction for future researches have been forwarded to facilitate the entrepreneur development programs in Higher Learning Institutions.

PENGHARGAAN

Dengan Nama Allah Yang Maha Pemurah Lagi Maha Penyayang

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Disember 2003.

DEDIKASI

Istimewa kajian ini didekasikan untuk
Bapa dan Mama yang tercinta
Haji Mustapa Haji Kassim & Hajjah Rahilah Hamzah

dan

untuk yang dikasihi
Along Ifa Rizad Mustapa
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SENARAI SINGKATAN

UUM	= Universiti Utara Malaysia
UiTM	= Universiti Teknologi MARA
MARA	= Majlis Amanah Rakyat
USM	= Universiti Sains Malaysia
UPM	= Universiti Putra Malaysia
UMS	= Universiti Malaysia Sabah
KUKUM	= Kolej Universiti Kejuruteraan Utara Malaysia
EAO	= Entrepreneurial Attitude Orientation / Orientasi Sikap Keusahawanan
BBA	= Ijazah Sarjana Muda Pengurusan Perniagaan
IPK	= Institut Pembangunan Keusahawanan
MEDEC	= Pusat Pembangunan Usahawan Malaysia
IPTA	= Institusi Pengajian Tinggi Awam
IPTS	= Institusi Pengajian Tinggi Swasta
IPT	= Institusi Pengajian Tinggi
PMK/CGPA	= Purata Markah Keseluruhan / Cumulative Grade of Point Average
N	= Bilangan populasi
KPUn	= Kementerian Pembangunan Usahawan
KPW	= Kementerian Pembangunan Wanita
KPLB	= Kementerian Pembangunan Luar Bandar

SENARAI LAMPIRAN

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8. Lampiran D Curricular Vitae penyelidik.

BAB SATU

PENGENALAN

1.0 PENDAHULUAN

Bab ini menyatakan perkara awal yang berkaitan dengan kajian yang dijalankan iaitu signifikan kajian dilaksanakan, pernyataan masalah kepada kajian, tujuan, objektif dan beberapa persoalan kajian di samping memperkenalkan istilah-istilah pengoperasian yang sering digunakan dalam kajian ini.

1.1 SINGNIFIKAN KAJIAN

Kajian mengenai pengaruh jaringan terhadap sikap, keyakinan dan kecenderungan keusahawanan pelajar tahun akhir program Pengurusan Perniagaan (BBA) yang mengikuti kursus keusahawanan di Universiti Utara Malaysia (UUM) dan Universiti Teknologi Mara (UiTM) Perlis ini dirasakan amat penting kerana:

- a) Bertujuan menjelaskan kenapa seseorang yang mempunyai sikap keusahawanan tinggi tetapi tidak kepada kecenderungan keusahawanan. Di sinilah penyelidik mengkaji faktor-faktor yang mempengaruhi sikap, keyakinan dan kecenderungan

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